

Use the list below to download presentation notes from Virginia Main Street trainings:

2012 Essentials: Organization and Promotion

Sept. 19-20, 2012 – Marion, VA

Day 1 – Organization

Main Street Essentials – [Organization - power point presentation](#) (.pdf)

Handouts:

- [Benefits of Main Street](#) (.pdf)
- [Fund Raising Plans](#) (.pdf)
- [Assessing Your Volunteer Leadership Base](#) (.pdf)

Day 2 – Promotion

Main Street Essentials – [Promotion – power point presentation](#) (.pdf)

Handouts:

- [Promotion Planning Checklist](#)
- [Evaluating Main Street Promotions](#)
- [Targeting Your Customers](#)

2012 Summer Toolkit: Cultivating Healthy, Vital Communities

- [Summer Toolkit Introduction](#)
- [Joseph Heller- Something Happened, Economic Gardening](#)
- [Financing Healthy Communities](#)
- [Through Mixed-Use Mixed Income \(MUMI\) Development - VHDA](#)

- [Place Matters for Livability and Health](#)
- [Feng Shui and Virginia Main Street Hopewell](#)
- [Revitalization & Virginia Building & Fire Regulations](#)
- [Trends At The Intersection Of Food And Downtown \(part 1\)](#)
- [Trends At The Intersection Of Food And Downtown \(part 2\)](#)
- [The Warrenton Branch Greenway](#)

2011 Essentials: Design and Economic Restructuring for historic downtowns

- 2011 Essentials Agenda >> [URL](#)
- **Design Essentials:** 10 things you need to know about design >> [PDF](#)
 1. The Elements >> [PDF](#)
 2. The History >> [PDF](#)
 3. The Uses of Your Downtown Today >> [PDF](#)
 4. The Players >> [PDF](#)
 5. The Issues >> [PDF](#)
 6. Design Principles for Downtown >> [PDF](#)
 7. Solutions for Buildings >> [PDF](#)
 8. Solutions for the Public Realm >> [PDF](#)
 9. Tools for Success >> [PDF](#)
 10. The Design Process >> [PDF](#)
- 11. Design Essentials: Sample plan >> [PDF](#)
- 12. Design Essentials Session Notes >> [PDF](#)
- 13. Financing Rehabilitation of Large Structures >> [PDF](#)
- 14. Economic Restructuring Essentials: 50 things your Economic Restructuring committee can do >> [PDF](#)
- 15. Resources for 50 Things >> [PDF](#)

2011 Summer Toolkit: Sustainable Main Street

- 2011 Summer Toolkit Agenda >> [PDF](#)
- 2011 Summer Toolkit Speaker Biographies >> [PDF](#)
- Main Street Green: How sustainability relates to Main Street and how to get started >> [PDF](#)
- Additional Main Street Green Resources >> [PDF](#)
- Virginia Municipal League's Green Government Challenge >> [PDF](#)
- Build It Green Panel: Sustainable strategies for the built environment in three Virginia communities >> [PDF](#) *
- Historic Preservation Resources: Tools for economic development and community sustainability >> [PDF](#)

- Virginia Tourism Corporation's Virginia Green Program >> [PDF](#) *
- TEAM Eventacular: Towns, events and merchants partnering for success >> [PDF](#) *
- Economic Gardening: Funding, inspiring and cultivating the entrepreneurs who revitalize our communities >> [PDF](#)
- Growing the Main Street Community: Five inspiring downtown projects and the people who support them >> [PDF](#) *
- Working in Teams and Collaborations: Partnering for success >> [PDF](#)

2011 E-Training

- The Why, What, Who, Where and How of Volunteer Development >> [PDF](#)
- The Downtown Spring Spruce-up Presentation >> [PDF](#)
- Façade Improvement Categories >> [PDF](#)
- Infrastructure Inventory Tool >> [PDF](#)
- Recorded Webinar >> [Link](#)

2010 Essentials: A Focus on Organization and Promotion

- 2010 Essentials Agenda >> [PDF](#)
- Organization essentials presentation >> [PDF](#)
- Fundraising plans handout >> [PDF](#)
- Successful fundraising ideas >> [PDF](#)
- Blank fundraising plan >> [PDF](#)
- Promotion essentials presentation >> [PDF](#)
- Promotion planning checklist >> [PDF](#)
- Evaluating Main Street promotions >> [PDF](#)
- Concurrent conversations notes >> [PDF](#)
- Bristol board engagement resources >> [PDF](#)
- Press relationship nuts & bolts presentation >> [PDF](#)
- Selling sponsorships presentation >> [PDF](#)
- Developing a marketing plan presentation >> [PDF](#)

2010 Summer Toolkit: Cultivating an Entrepreneurial Downtown

- 2010 Summer Toolkit agenda >> [PDF](#)
- Downtown business recruitment and retention >> [PDF](#)
- Thinking and acting more like a developer/The power of downtown entrepreneurship >> [PDF](#)
- Staunton gift card merchant instructions >> [PDF](#)
- Staunton extended store hours proposal >> [PDF](#)
- Staunton extended store hours final analysis >> [PDF](#)
- Altavista economic restructuring activities >> [PDF](#)
- Hatching new businesses at the Franklin Business Incubator >> [PDF](#)
- The ABC's of starting a business >> [PDF](#)

- A field guide to the downtown entrepreneur >> [PDF](#)
- Downtown entrepreneur open topic conversation notes >> [PDF](#)

2010 E-Training

- Telling your Main Street Story in Words >> [PDF](#)
- Engaging and Motivating Volunteers >> [PDF](#)
- Leadership Structure Assessment >> [Word](#)
- Your Story in Pictures >> [PDF](#) (11mb)
- Webinar Photo Critique Exercise >> [PDF](#)
- Photography Basics Tip Sheet >> [PDF](#)
- Photo Competition Announcement >> [PDF](#)

2010 Program Manager's Retreat

- Mission-based Nonprofit Financial Management >> [PDF](#)
- Budget Worksheet >> [Excel](#)

2009 E-Training

- [Making the Annual Fund Campaign an Annual Success](#)

2009 Main Street Essentials: Economic restructuring and design

- [Economic Restructuring 1 and 2: The ER committee and market assessment](#)
- [Economic Restructuring 3: Assessing downtown](#)
- [Economic Restructuring 4: Developing a strategic plan](#)
- [Economic Restructuring 5 and 6: Retaining and attracting businesses](#)
- [Economic Restructuring: Exercise](#)
- [Economic Restructuring: Resources](#)
- [The Community Development Block Grant \(CDBG\) Program](#)
- [The Blackstone Block Grant Story](#)
- [The design committee](#)
- [The design process](#)
- [The built environment and principles of design](#)
- [The essentials of historic preservation](#)
- [Façade improvements](#)
- [Economic impact and financial incentives](#)